



WCPO

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ORDER

Print Date 08/06/12

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Flight Dates 08/07/12-08/13/12

Contract / Revision 307098 /

Original Date / Revision
08/06/12 08/06/12

Advertiser Mandel/ Republican/ U.S. Se

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Deleware, OH 43015

Product

Candidate. Josh Mandel Senate. 0

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # 2575

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	44	\$25,797.50	\$30,350.00	0.00	07/30/12	08/13/12	44	\$25,797.50	\$30,350.00
Totals	44	\$25,797.50	\$30,350.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	08/07/12	08/13/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	- TWTF--		4			\$400.00			0.00			
		Week: 08/13/12	08/19/12	M-----		1			\$400.00			0.00			
N 2	WCPO	08/07/12	08/13/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	- T- TF--		3			\$600.00			0.00			
		Week: 08/13/12	08/19/12	-----		0			\$0.00			0.00			
N 3	WCPO	08/07/12	08/13/12	SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00



WCPO

Print Date: 08/06/12

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Contract / Revision 307098 Flight Dates 08/07/12-08/13/12

Hiatus Dates

Original Date / Revision 08/06/12/ 08/06/12

Order Sep 00:30:00

Advertiser Mandel/ Republican/ U.S. S Product Candidate. Josh Mandel Se Estimate # 2575

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				SA GMA 7-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-					1	\$400.00		0.00			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
N 4	WCPO	08/07/12	08/13/12	SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				SU GMA 7-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S					1	\$400.00		0.00			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
N 5	WCPO	08/07/12	08/13/12	SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
				SU GMTS 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S					1	\$450.00		0.00			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
N 6	WCPO	08/07/12	08/13/12	M-F 11a-12p	CM	11a-12p	MTWTF--	:30	2	\$350.00	P-3	0.00	NM	3	\$1,050.00
				M-F 11a-12p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WT---					2	\$350.00		0.00			
		Week: 08/13/12	08/19/12	M-----					1	\$350.00		0.00			
N 7	WCPO	08/07/12	08/13/12	M-F 12-1p News	CM	12-1p	MTWTF--	:30	2	\$350.00	P-3	0.00	NM	4	\$1,400.00
				M-F 12-1p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-TW-F--					3	\$350.00		0.00			
		Week: 08/13/12	08/19/12	M-----					1	\$350.00		0.00			
N 8	WCPO	08/07/12	08/13/12	M-F 3-4p	CM	3-4p	MTWTF--	:30	3	\$550.00	P-1	0.00	NM	4	\$2,200.00
				M-F 3-4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-TW-F--					3	\$550.00		0.00			
		Week: 08/13/12	08/19/12	M-----					1	\$550.00		0.00			
N 9	WCPO	08/07/12	08/13/12	M-F 5-530p News	CM	5-530p	MTWTF--	:30	4	\$600.00	P-3	0.00	NM	5	\$3,000.00
				M-F 5-530p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-TWTF--					4	\$600.00		0.00			
		Week: 08/13/12	08/19/12	M-----					1	\$600.00		0.00			
N 10	WCPO	08/07/12	08/13/12	M-F 530-6p News	CM	528-6p	MTWTF--	:30	3	\$750.00	P-2	0.00	NM	4	\$3,000.00
				M-F 530-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-T-TF--					3	\$750.00		0.00			
		Week: 08/13/12	08/19/12	M-----					1	\$750.00		0.00			
N 11	WCPO	08/07/12	08/13/12	M-F 6-630p News	CM	558-630p	MTWTF--	:30	4	\$850.00	P-2	0.00	NM	5	\$4,250.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-TWTF--					4	\$850.00		0.00			
		Week: 08/13/12	08/19/12	M-----					1	\$850.00		0.00			
N 12	WCPO	08/07/12	08/13/12	8-10pm Bachelor/Bachelorette	CM	Bachelor Pad	M-----	:30	1	\$3,200.00	P-8	0.00	NM	1	\$3,200.00
				8-10p Bachelor/Bachelorette											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			
		Week: 08/13/12	08/19/12	M-----					1	\$3,200.00		0.00			
N 13	WCPO	08/07/12	08/13/12	Friday Prime Special	CM	20/20	----F--	:30	1	\$1,800.00	P-8	0.00	NM	1	\$1,800.00
				Friday Prime Special		(9:00 PM-11:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	----F--					1	\$1,800.00		0.00			



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<u>Advertiser</u>	<u>Product</u>	<u>Candidate</u>	<u>Estimate #</u>
Mandel/ Republican/ U.S. S	Josh Mandel Se		2575

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 13	WCPO	08/07/12	08/13/12	Friday Prime Special	CM	20/20	----F--	:30	1	\$1,800.00	P-8	0.00	NM	1	\$1,800.00	
				Friday Prime Special		(9:00 PM-11:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		08/13/12	08/19/12	-----	0		\$0.00	0.00								
N 14	WCPO	08/07/12	08/13/12	M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	4	\$900.00	P-2	0.00	NM	6	\$5,400.00	
				M-SU 11p Late News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		08/06/12	08/12/12	-TWTF-S	5		\$900.00	0.00								
Week:		08/13/12	08/19/12	M-----	1		\$900.00	0.00								
Totals														44	\$30,350.00	